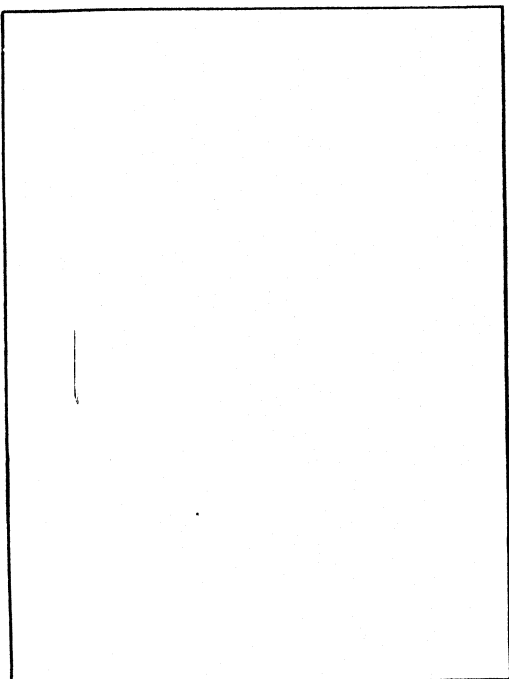
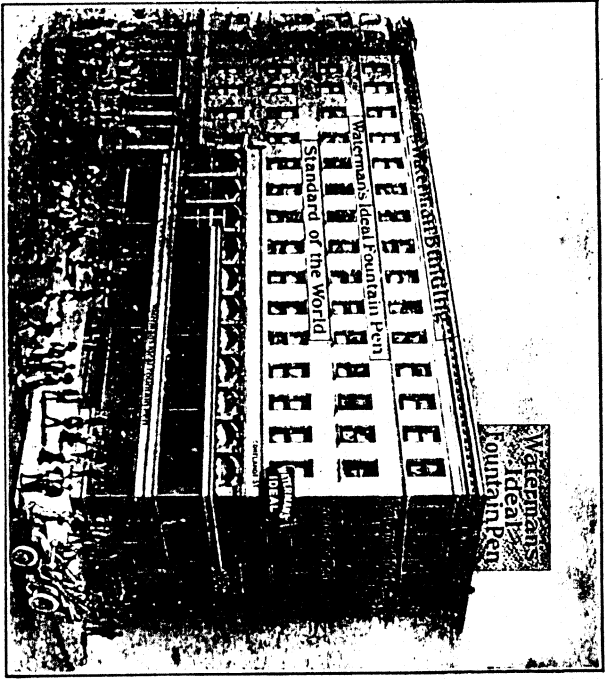


ca 1908



 A black and white illustration of a man in a suit and hat, sitting at a desk and writing with a fountain pen. The man is looking down at his work. The illustration is framed by a decorative border.
 

**THE**  
**WORLD'S**  
**GREAT WRITERS**

Points for Penmen About  
 Waterman's  
 Ideal Fountain Pen  
 L. F. Waterman  
 CO.  
 173 BROADWAY NEW YORK

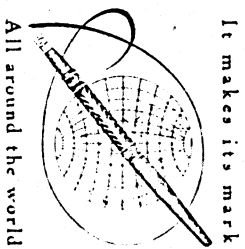
"THE PERFECT GIFT"  
Beautiful and Permanently Useful



A FEW POINTS

About

**Waterman's  
Ideal  
Fountain Pen**



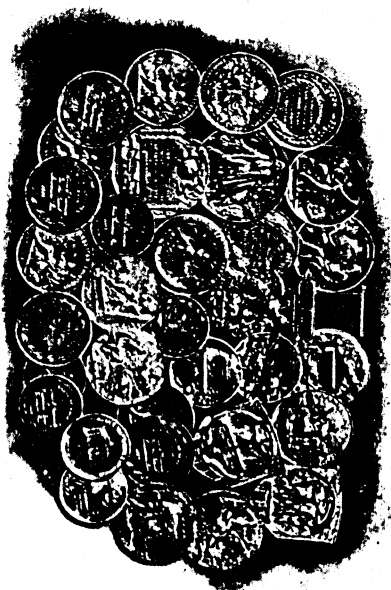
All around the world

L. E. Waterman Company  
New York



Some Medals Received

In Competition with the World  
From 1884 to 1907



List of Awards to June 1, 1907

- 1883 Mechanics Institute, N. Y., Excellence B
- 1884 Mechanics Institute, N. Y., Superiority B
- 1885 Mechanics Institute, N. Y., Special S
- 1886 Mechanics Institute, N. Y., Superiority B
- 1887 Mechanics Institute, N. Y., Superiority B
- 1888 Mechanics Institute, N. Y., Superiority B
- 1889 Mechanics Institute, N. Y., Excellence B
- 1890 World's Columbian Exposition, Chicago B
- 1891 World's Columbian Exposition, Chicago B
- 1892 World's Columbian Exposition, Chicago B
- 1893 World's Columbian Exposition, Chicago B
- 1894 California Mid-winter, San Francisco G
- 1895 Cotton Sales International, Atlanta, Ga. G
- 1896 Dominion Exposition, Halifax, N. S. G
- 1897 Tennessee Centennial, Nashville..... G
- 1898 Trans-Mississippi, Omaha, Neb..... G
- 1900 International Exposition, Paris..... B
- 1901 Glasgow International Exhibition..... G
- 1901 Pan-Am. Exposition, Buffalo, N. Y. S
- 1901-2 Inter-State Expo'n, Charleston, S. C. G
- 1903 Otsaki Exposition, Otsaki, Japan..... G
- 1904 Louisiana Purchase, St. Louis, Mo..... G
- 1905 Lewis & Clark, Portland, Ore..... G
- 1906 International Exposition, Milan, Italy G

The awards received have been the highest obtainable and the only one of its kind in each instance.

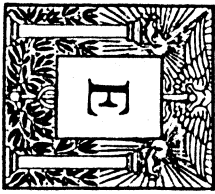
Kop: B. Brenzani; G. Child; S. Silver.

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## The Use of the Fountain Pen



EVERYBODY WRITES, and almost everybody should use a fountain pen. The day of fountain pen jibes and jokes has passed. ¶ Now-a-days one is lost without a fountain pen. It combines pen and ink so perfectly at all times, and there are so many places where it is indispensable, that it is no longer a luxury, but a necessity. ¶ More than half of those who do not use a fountain pen have never tried Waterman's Ideal Fountain Pen. It is not only expected to, but is *guaranteed* to give perfect satisfaction, and the millions who use it are living evidence of the fact that it does give perfect service.

¶ Probably there is no article that serves more varied requirements, and the needs of the individual users differ greatly. Almost everybody writes differently. Each has some preference in the selection of a pen. This we recognize.

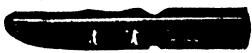
### For Special Writers

¶ For the man who wishes a Stubb, we have a Stubb pen, a Falcon for the man who likes a Falcon; for Manti-folding we make a stiff pen that writes like a pencil, but makes a better copy; for stenographers we have special points (and much of our success has been due to our ability to satisfy Stenographers); for Bookkeepers we have pens that make fine lines and deposit little ink, so that blotting paper is unnecessary. ¶ Waterman's Ideal Fountain Pens are made in all sizes. As the pen increases in size the barrel increases in capacity and the whole increases in price.

## The Various Styles

¶ The plate of pens shown on page 7 illustrates the relative sizes from the smallest to the largest. It is the key plate to the pen styles shown further on. Almost every one of the different styles pictured is made in all of the sizes illustrated on this page. The unit figures in the numbers at the bottom of the following pages will indicate the relative sizes of the different priced fountain pens.

### The Spoon Feed



¶ The Spoon Feed is, and has been since its inception by us, the only one of its kind on the market. It is flat and broad. Almost every fountain pen has a flat, broad feed. There is no virtue, however, in mere width of rubber. The merit of the Spoon Feed lies in the semi-circular pockets cut into the side, which are not visible ordinarily, and which hold any overflow of ink caused by air pressure or otherwise. This is the feature that is patented. This is the Spoon Feed.

¶ It eliminates the flooding so common to all ordinary fountain pens. It makes it a safe pen for bookkeepers and other careful writers.

¶ No other feed will give such a perfectly uniform flow of ink; no other pen gives always enough and never too much. It is perfection. Beyond it there is nothing to attain.

### Imitations

¶ The unparalleled success of Waterman's Ideal Fountain Pen, which has been the standard for upwards of twenty-five years and which has always kept pace with changing conditions, has encouraged a horde of imitators, some of them sufficiently unscrupulous to couple the very name of our product with an inferior article.

and taking advantage in that way of the reputation that has been built up by us the past quarter century.

¶ The purchaser who would be sure, therefore, should see to it that his pen is Waterman's Ideal Fountain Pen. The word "Ideal" identifies the genuine, and will be found stamped in a world on every pen. Look for the word in the world. It identifies the world's best writing instrument.

### Guarantee

¶ Every Waterman's Ideal Fountain Pen is unreservedly guaranteed wherever sold. Pen points may be exchanged as often as necessary in order to fit the hand, or the full purchase price will be refunded within thirty days if the pen is not entirely satisfactory.

¶ If your local dealer has not a sufficiently large stock to exactly fit your requirements, at our stores, located in New York, Boston, Chicago, San Francisco, Montreal and London, you can exchange your pen for one which exactly suits your taste.

¶ We aim to give, and if you help us will give, entire satisfaction. We ask you not to keep a pen unless entirely suited as to pen action, *then* that you carry it right side up, use good ink and keep the pen clean.

¶ Do this and satisfaction is certain.

A most exceptional honor was paid Mr. L. E. Waterman, inventor of Waterman's Ideal Fountain Pen, when in 1893 a diploma of Honorable Mention was conferred upon him BY ACT OF THE CONGRESS OF THE UNITED STATES OF AMERICA.

#### Sizes and Styles of Cone Cap Holders.

Straight and Taper Cap Holders made in same scale of sizes. For other styles (Special Mountings), see pages 10-19.



Size 12  
 Style: Plain Black, No. 2 size gold pen.  
 No. 12 ..... \$2.50 No. 14 ..... \$4.00  
 No. 13 ..... \$3.50 No. 15 ..... \$5.00  
 Also Chased, Mounted or Crusted in same prices.



Size 13  
 Style: Chased, Gold-Mounted, Plain Holder, Hand, 1/8 in. Band, No. 3 size gold pen.  
 No. 13 ..... \$3.50 No. 14 ..... \$5.00 No. 15 ..... \$6.50  
 No. 16 ..... \$8.00 No. 17 ..... \$9.50 No. 18 ..... \$11.00  
 Also Chased, Mounted or Crusted in same prices.



Size 14  
 Style: Cardinal, with "Clip-Cap," No. 4 size gold pen. The pen used largely for red ink.  
 No. 14 ..... \$4.50 No. 15 ..... \$6.00 No. 16 ..... \$7.50 No. 17 ..... \$9.00  
 No. 18 ..... \$10.50 No. 19 ..... \$12.00 No. 20 ..... \$13.50  
 Also Plain Black, Chased or Mounted in same prices. "Crimson Shine" Cap and 15 cents for all pens.



Size 15  
 Style: Gold-Mounted, Chased Bands, with "Clip-Cap," No. 5 size gold pen.  
 No. 15 ..... \$5.50 No. 16 ..... \$7.00 No. 17 ..... \$8.50 No. 18 ..... \$10.00  
 No. 19 ..... \$11.50 No. 20 ..... \$13.00 No. 21 ..... \$14.50 No. 22 ..... \$16.00  
 No. 23 ..... \$17.50 No. 24 ..... \$19.00 No. 25 ..... \$20.50 No. 26 ..... \$22.00  
 Also Chased, Mounted or Crusted in same prices. "Crimson Shine" Cap and 15 cents for all pens.



Size 16  
 Style: Filigree, Sterling Silver, with "Clip-Cap," No. 6 size gold pen.  
 No. 16 ..... \$6.50 No. 17 ..... \$8.00 No. 18 ..... \$9.50 No. 19 ..... \$11.00  
 No. 20 ..... \$12.50 No. 21 ..... \$14.00 No. 22 ..... \$15.50 No. 23 ..... \$17.00  
 No. 24 ..... \$18.50 No. 25 ..... \$20.00 No. 26 ..... \$21.50 No. 27 ..... \$23.00  
 This style in the same sizes as above.  
 Also Chased, Mounted or Crusted in same prices. "Crimson Shine" Cap and 15 cents for all pens.



Size 17  
 Style: Gold-Mounted, Cap (chased or plain band), No. 7 size gold pen.  
 No. 17 ..... \$7.50 No. 18 ..... \$9.00 No. 19 ..... \$10.50 No. 20 ..... \$12.00  
 No. 21 ..... \$13.50 No. 22 ..... \$15.00 No. 23 ..... \$16.50 No. 24 ..... \$18.00  
 No. 25 ..... \$19.50 No. 26 ..... \$21.00 No. 27 ..... \$22.50 No. 28 ..... \$24.00  
 This style in the same sizes as above.  
 Also Chased, Mounted or Crusted in same prices. "Crimson Shine" Cap and 15 cents for all pens.



Size 18  
 Style: Mounted, No. 8 size gold pen.  
 No. 18 ..... \$8.50 No. 19 ..... \$10.00 No. 20 ..... \$11.50 No. 21 ..... \$13.00  
 No. 22 ..... \$14.50 No. 23 ..... \$16.00 No. 24 ..... \$17.50 No. 25 ..... \$19.00  
 No. 26 ..... \$20.50 No. 27 ..... \$22.00 No. 28 ..... \$23.50 No. 29 ..... \$25.00  
 This style in the same sizes as above.  
 Also Chased, Mounted or Crusted in same prices. "Crimson Shine" Cap and 15 cents for all pens.

The No. 12 pen is 6 1/2 in. long; other sizes in proportion. (See page 31.)

(7/8 actual size)

### Relative Sizes of Pens

No. 2 in all holders with numbers ending with 2-12, 22-312, etc.

No. 3 in all holders with numbers ending with 3, etc., as above.

No. 4 in all holders with numbers ending with 4, etc., as above.

No. 5 in all holders with numbers ending with 5, etc., as above.

No. 6 in all holders with numbers ending with 6, etc., as above.

No. 7 in all holders with numbers ending with 7, etc., as above.

No. 8 in all holders with numbers ending with 8, etc., as above.

Short Medium Long

These various lines of pens are furnished in all numbers.

Broad Stubbs Oblique

Narrow

Above three varieties of stubs in all sizes.

Special Pens

Falcon Pen

Manifold Pen

Placed only to No. 14 holder.

Made in all sizes.

Rounded Music and Turned-up Point

Prices of Gold Pens and allowances on old pens given on page 9.

### Composed of But Five Pieces

THE success of Waterman's Ideal Fountain Pen has been due principally to its extreme simplicity. There is no complicated mechanism about it and nothing to get out of order. The picture herewith shows the five individual parts and illustrates a sectional view of the holder without any gold pen inserted.

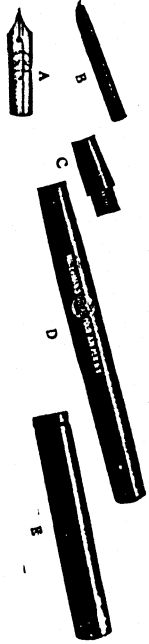


Fig. 1. The five parts of the Pen.

Fig. 4. Sectional view of Pen. A. Field Pen. B. Feed Bar. C. Point Section (see neck). D. Barrel. E. Cap.

Gold Pens are 14-Kt. gold, unalloyed by the acid in any ink. Points are tipped with iridium. The whole will last almost indefinitely.

Gold Pens are equipped or strengthened for filling each. Re-ordered pens cannot be guaranteed to wear well, or to have same quality of point or flexibility of new pen. Pens smaller than No. 5 are seldom worn in gold.

#### Price List of Separate Parts—Plain, Chased, Mottled or Cardinal Holders

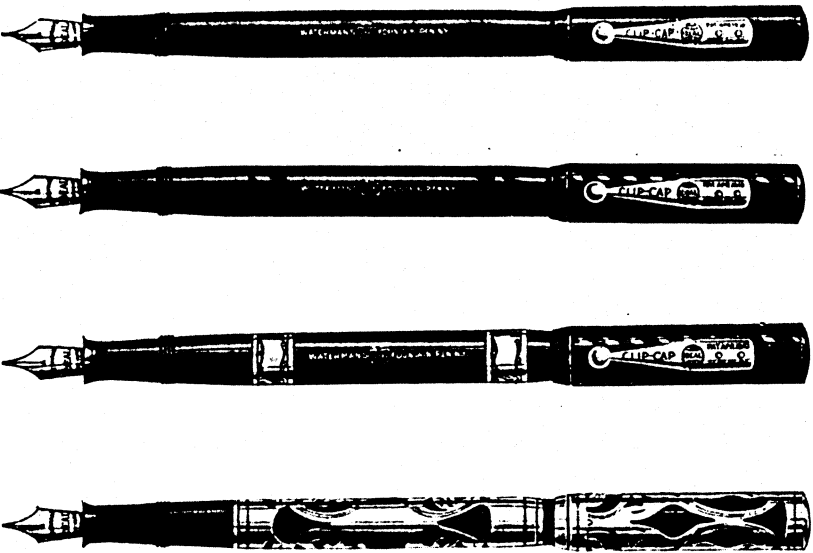
No. on Holder	Gold Pens	A	B	C	D	E	Special
	Price New (per doz.)	Address (per doz.)	Feed Bar (per doz.)	Point Section (per doz.)	Barrel (per doz.)	Cap (per doz.)	Special
2-12-22	\$1.25	\$1.25	\$1.00	\$1.00	\$0.75	\$0.75	1-12-22
4-14-24-44	1.50	1.50	1.00	1.00	1.00	1.00	1-14-24-44
5-15-25-45	2.25	2.25	1.50	1.50	1.50	1.50	1-15-25-45
6-16-26-46	2.75	2.75	2.00	2.00	1.50	1.50	0-16-26-46
7-17-27	3.25	3.25	2.50	2.50	2.00	2.00	7-17-27
8-18-28	3.75	3.75	3.00	3.00	2.50	2.50	8-18-28

Numbers are stamped on the butt end of every barrel.

Barrel (D) and Cap (E) prices as shown below do not apply on Gold Mounted Pen. For prices of gold mounted caps of holders add \$1.00 to cost of plain.

Waterman's Ideal Fountain Pen

Pocket Pens  
(With Screw Caps)

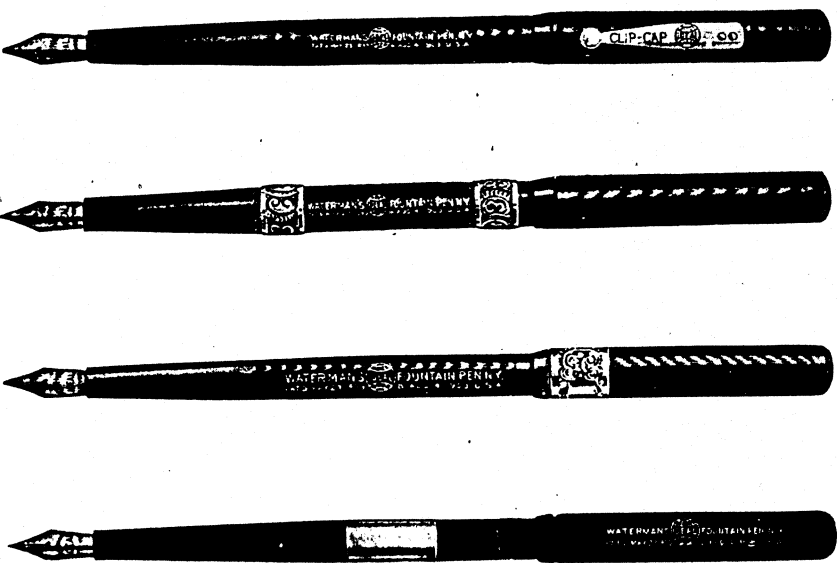


Plain	Chased	Gold Mounted Engraved Bands	Sterling Silver Filigree
No. 11 Poc. \$2.50 No. 14 Poc. \$4.00 No. 15 Poc. \$5.00 No. 16 Poc. \$6.00	No. 12 Poc. \$2.50 No. 13 Poc. \$4.00 No. 14 Poc. \$5.00 No. 16 Poc. \$6.00	No. 12 Poc. G.M. \$3.50 No. 14 Poc. G.M. \$5.00 No. 15 Poc. G.M. \$6.00 No. 16 Poc. G.M. \$7.00	No. 412 \$5.00 No. 414 7.00

This design Pocket Pen is also made in short sizes (V. Poc.) for purse or trousers pockets. Both the long and short sizes are also made in the Self-Filling type (F. S. F.) and all sizes in a wide assortment of gold and silver mounted styles.

Waterman's Ideal Fountain Pen

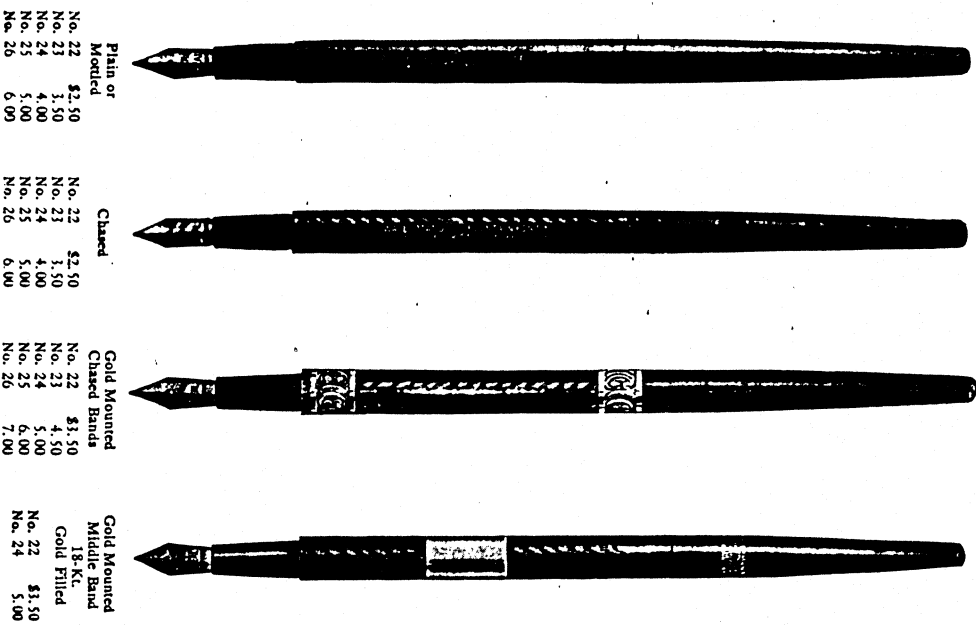
Cone Caps



Plain Chased and Mounted	Gold Mounted Chased or Plain Bands	Gold Mounted Plain or Chased Cap	Gold Mounted Middle Band
No. 12 \$2.50 No. 13 3.50 No. 14 4.00 No. 15 5.00 No. 16 6.00 No. 17 7.00 No. 18 8.00	No. 12 \$5.50 No. 13 4.50 No. 14 5.00 No. 15 6.00 No. 16 7.00 14-Kt. Solid Gold No. 14 \$8.00 No. 15 10.00 No. 16 12.00	No. 12 \$3.50 No. 13 4.50 No. 14 5.00 No. 15 6.00 No. 16 7.00 No. 17 8.00 No. 18 9.00	No. 12 \$5.50 No. 13 4.50 No. 14 5.00 No. 15 6.00 No. 16 7.00 14-Kt. Solid Gold No. 12 \$8.00 No. 14 10.00 No. 15 12.00 No. 16 15.00

Clip-Caps add to price. See page 23.

Taper Caps



Plain or Modified  
 No. 22 \$2.50  
 No. 23 1.50  
 No. 24 4.00  
 No. 25 5.00  
 No. 26 6.00

Chased  
 No. 22 \$2.50  
 No. 23 1.50  
 No. 24 4.00  
 No. 25 5.00  
 No. 26 6.00

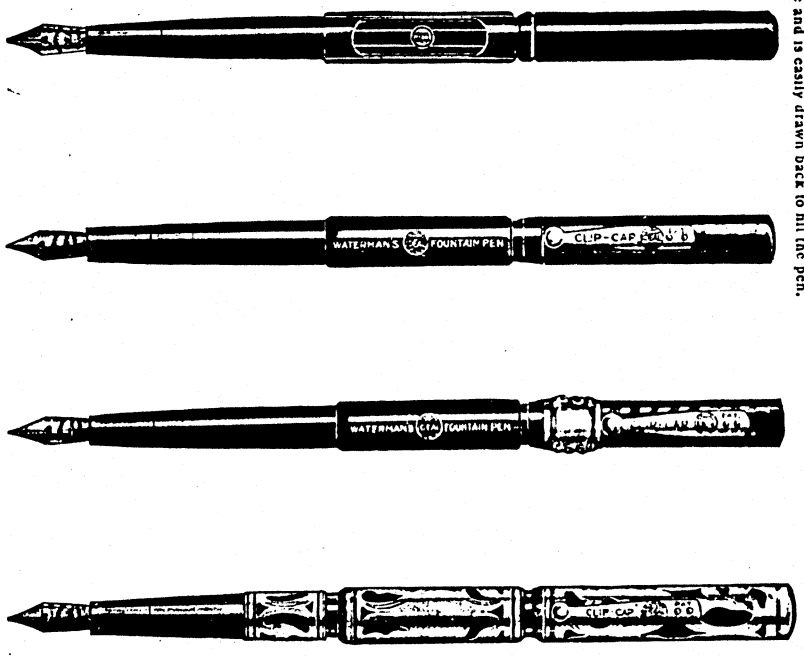
Gold Mounted Chased Bands  
 No. 22 \$1.50  
 No. 23 4.50  
 No. 24 5.00  
 No. 25 6.00  
 No. 26 7.00  
 14-Kt. Solid Gold  
 No. 24 \$8.00

Gold Mounted Middle Band 18-Kt.  
 No. 22 \$1.50  
 No. 24 5.00

SELF-FILLING TYPE

MADE TO FILL BY SUCTION, DIRECT FROM THE INK BOTTLE

This style Waterman's Ideal has become a favorite among many classes of busy writers, owing to the convenience of the inner filling device. To fill this pen it is necessary only to draw back the tube and secure collar, by a slight twist, dip pen point in ink, press the bar, release pressure and the tube is filled. By the same operation, using cold water, the entire pen is quickly cleaned. The shape or convenience of this pen is in no way marred by the collar, which fits on a cone-shaped surface and is easily drawn back to fill the pen.



(Transparent View)  
 Plain  
 No. 12 S. F. \$2.50  
 No. 14 S. F. 4.00  
 No. 15 S. F. 5.00

Chased  
 No. 12 S. F. \$2.50  
 No. 14 S. F. 4.00  
 No. 15 S. F. 5.00

Gold Band on Cap  
 No. 12 S. F. \$3.50  
 No. 14 S. F. 5.00  
 No. 15 S. F. 6.00  
 Or with One Gold Middle Band

Silver Filigree  
 No. 412 S. F. \$5.00  
 No. 413 S. F. 7.00  
 No. 415 S. F. 8.50

Clip-on-Cap Extra: German Silver 25c., Sterling Silver Soc., Rolled Gold \$1.00, Solid Gold \$2.00  
 Illustrations 3/4 Actual Size No. 14 S. F.



Waterman's Ideal Fountain Pen

Safety Type

A style that can be carried in any position, upside down, right side up, side ways or end ways without spilling.

All the superior features and patented parts in the regular Waterman's Ideals are combined in this fountain pen, in addition to it being so made that the pen conveniently screws back into the barrel permitting the cap to screw down on the open end, positively sealing the barrel.

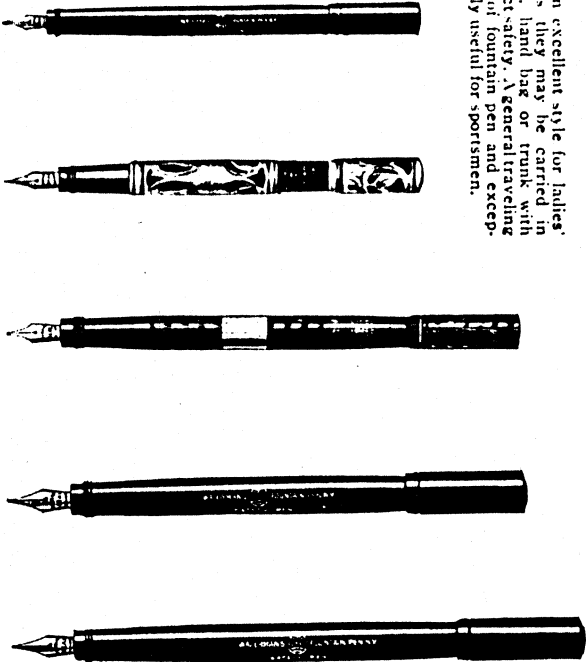


Showing how it is sealed when closed



Showing how it is sealed when open

An excellent style for ladies' use as they may be carried in purse, hand bag or trunk with perfect safety. A general traveling style of fountain pen and exceptionally useful for sportsmen.

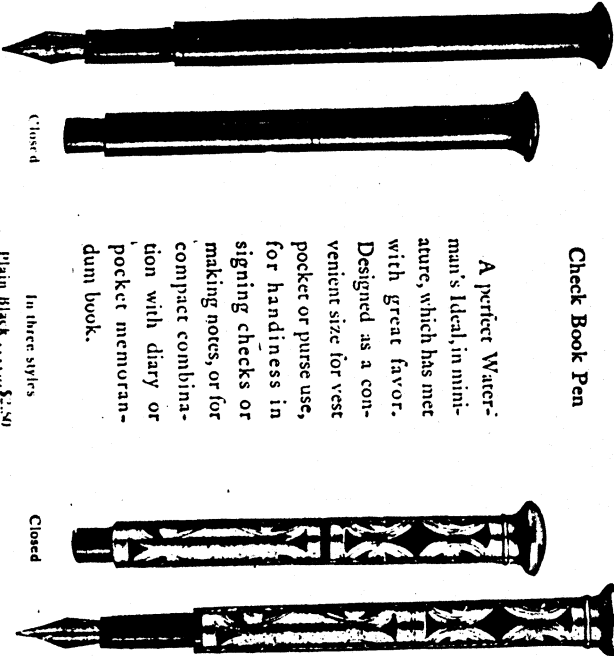


Purse Size (Plain or Chased)	Purse Size	Vest Size Gold Banded	Vest Size (Plain or Chased)	Large Pocket Size
No. 12 1/2 V. S. - \$3.00	No. 41 1/2 V. S. Fil. \$5.50	No. 12 S. G. M. M. \$4.00	No. 12 S. - \$3.00	No. 12 1/2 S. \$3.00
Each	Each	Each	Each	Each
	Vest Sizes	Purse Size		(Plain or Chased)
	41 1/2 V. S. Fil. 5.50	14 S. G. M. M. 5.00		
	41 1/2 V. S. Fil. 7.00	12 1/2 V. S. G. M. M. 4.00		
	Pocket Sizes	Pocket Sizes		
	41 1/2 S. Fil. 5.50	12 1/2 S. G. M. M. 4.00		
	41 1/2 S. Fil. 7.00	14 S. - 4.00		
	Gold Filled \$10.00 up	14 S. G. M. M. 5.00		
		14 S. G. M. M. 5.00		
		14 kt. Gold Band \$7 up		
		16 S. - 6.00		
		18 1/2 S. - 8.00		

Waterman's Ideal Fountain Pen

Check Book Pen

A perfect Waterman's Ideal, in miniature, which has met with great favor. Designed as a convenient size for vest pocket or purse use, for handiness in signing checks or making notes, or for compact combination with diary or pocket memorandum book.



Open Plain Check Book Pen

Open Filigree Check Book Pen

In three styles  
 Plain Black ..... \$2.50  
 Plain Cardinal ..... 2.50  
 Filigree Mounted... 5.00

Actual size, closed, 3 1/4 inches



The Baby Pen—actual size, 1/2 inches, closed, \$2.50

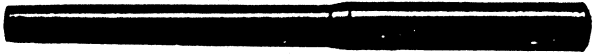
The Baby Pen

A perfect little Waterman's Ideal which is very satisfactory for general use where a small pen is required. A splendid style for children's use. One which is extensively used for birthday or christening gifts.

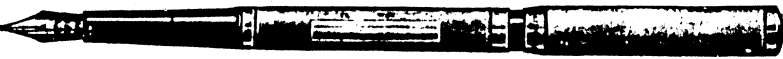
Secretary Pen

This fountain pen is adapted particularly as a diary style for library and writing desk purposes. Delicate, yet very strong and durable, and of that fineness and pattern which make it so popular and appropriate. Many writers find great permanent convenience in a small pen of this kind. A perfect and complete Waterman's Ideal of a de Luxe style for general use and particularly appropriate for ladies. In one size only and of the several styles shown below.

(Illustrations  $\frac{2}{3}$  actual size)



The Secretary Pen is of the regular Cone-Cap style in reduced size



Showing pen closed No. 11 $\frac{1}{2}$  Chased...\$3.50 No. 12 $\frac{1}{2}$  G. M...\$3.50 No. 512 $\frac{1}{2}$  Colonial...\$3.50  
Also made in plain one middle band (Solid Gold)

Other styles of the Secretary Pens are:

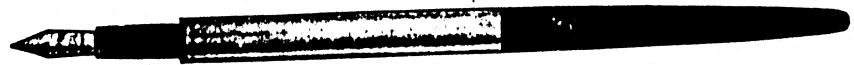
- No. 312 $\frac{1}{2}$  Colonial,  $\frac{1}{2}$  gold covered...\$15.00
- No. 312 $\frac{1}{2}$  Colonial,  $\frac{1}{2}$  silver covered...\$5.00
- No. 312 $\frac{1}{2}$  Filigree, full silver covered...\$5.00
- No. 312 $\frac{1}{2}$  Filigree, full gold covered...\$5.00
- No. 312 $\frac{1}{2}$  Barleycorn,  $\frac{1}{2}$  gold covered...\$15.00
- No. 312 $\frac{1}{2}$  Barleycorn, full gold covered...\$5.00
- No. 312 $\frac{1}{2}$  Plain, full gold-filled covered...\$6.50

Cone Caps



- |   |   |   |
|---|---|---|
| <p>18-Kt. Gold Filled<br/>No. 0512 \$10.00<br/>No. 0514 12.50<br/>14-Kt. Solid Gold<br/>No. 514 \$25.00</p> | <p>18-Kt. Silver Covered<br/>No. 412 \$8.50<br/>No. 414 10.00<br/>No. 415 12.00</p> | <p>Chased Filigree<br/>18-Kt. Gold Filled<br/>No. 0714 \$8.00<br/>14-Kt. Solid Gold<br/>No. 314 \$20.00</p> |
|---|---|---|

Taper Caps



Plain  
Sterling Silver  
No. 222 \$4.00  
No. 224 7.50  
14-Kt. Solid Gold  
No. 324 \$15.00



Chased  
Sterling Silver  
No. 222 \$6.00  
No. 224 8.00  
18-Kt.  
Gold Filled  
No. 0124 \$10.00  
14-Kt. Solid Gold  
No. 324 \$25.00

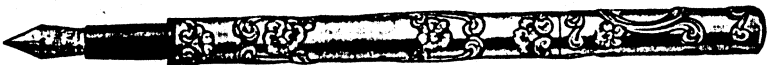


Barleycorn  
Sterling Silver  
No. 222 \$4.00  
No. 224 7.50  
14-Kt. Solid Gold  
No. 324 \$20.00



Parch  
Sterling Silver  
No. 224 \$9.00  
18-Kt.  
Gold Filled  
No. 0324 \$10.00

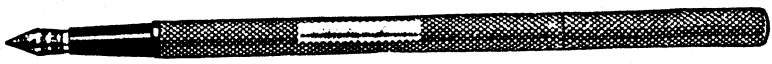
Straight Caps



Indian Scroll  
Sterling Silver  
No. 404 \$11.00  
14-Kt. Solid Gold  
No. 504 \$45.00



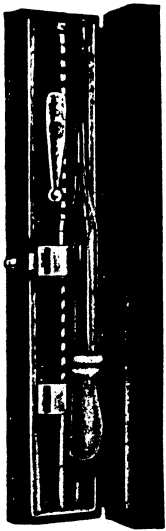
Chased  
Sterling Silver  
No. 402 \$7.50  
No. 404 10.00  
18-Kt.  
Gold Filled  
No. 0502 \$10.00  
No. 0504 15.00  
14-Kt. Solid Gold  
No. 504 \$35.00



Barleycorn  
Sterling Silver  
No. 402 \$5.00  
No. 404 8.00  
18-Kt.  
Gold Filled  
No. 0702 \$9.00  
No. 0704 12.00  
14-Kt. Solid Gold  
No. 504 \$30.00



Parch  
Sterling Silver  
No. 402 \$7.50  
No. 404 10.00  
18-Kt.  
Gold Filled  
No. 0902 \$10.00  
No. 0904 15.00



### Gifts

- ☐ Waterman's Ideal Fountain Pen is the one perfect gift. It is beautiful and permanently useful, and a lasting reminder of the giver.
- ☐ As it is in use throughout the entire year, it is a suitable gift for all seasons.
- ☐ For the *business man* it is a gift that he will use and appreciate.
- ☐ For the *business woman* it is par excellence. Pens are furnished especially for *stenographers'* use.
- ☐ For the *clergyman* to write his sermons.
- ☐ For the *lady at home*, pens which will ornament any writing table.
- ☐ For the *employee* from his *employer*, a pen will please the recipient and save the giver's time.
- ☐ For the *College boy*, a gold mounted pen bearing the emblem of his college.
- ☐ For the *member of a fraternal order*, suitable emblem pens.
- ☐ It is a mistake to think that Fountain Pens are only appreciated by men. They are quite as welcome gifts to women and children.
- ☐ If you give "*her*" a *Waterman's Ideal Fountain Pen*, she may be persuaded to write you again.

### Engraving

☐ Gold and silver mounted pens usually have a space for engraving, and the prices for such in any of the styles shown are given below.

Styles of Engraving		
	STYLE E1	4c. per letter
	STYLE E2	6c. per letter
	STYLE E3	10c. per letter
	STYLE E4	15c. per letter
	STYLE E5	15c. per letter
	STYLE E6	15c. per letter
	STYLE E7	15c. per letter

Script.....	Style E2	4c. per letter
Block.....	Style E7	6c. per letter
Old English, Small.....	Style E3	10c. per letter
Old English, capitals only.....	Style E1	15c. per letter
Dropped capital.....	Style E1	(1 letter or less) 40c. per pen
Script monogram.....	Style E6	(1 letter or less) 40c. per pen
Knibbed monogram.....	Style E4	(1 letter or less) 75c. per pen
Block Monogram.....	Style E5	(1 letter or less) 75c. per pen

No engraving done for less than 15c.

- ☐ Orders for Engraving around Christmas time cannot be executed if received later than December 15th.
- ☐ In ordering, care should be taken to write name and initials very distinctly, as alterations cannot be satisfactorily made.

## Ideal Caps and Their Styles

Some Important Points

### Cone Caps



There is never any difficulty about replacing a Cap of the Cone variety. In cases of this kind all that is necessary is to see the number which is stamped on the butt-end of the holder, and a specification of this number together with a statement as to what finish of cap is desired, whether Plain, Chased or Mottled, will result in your securing a cap to fit.

### Taper Caps



### Straight Caps



In order to replace either a Taper or a Straight Cap, fitting the holder against a shoulder of any kind, it is necessary that the cap should be actually fitted, because there is always some light variation in size, depending on the length of time the pen has been in use, and in order to secure a perfect fitting cap, the holder should be sent in for adjustment. In such cases pens are generally overhauled without charge.

## Cap Prices

By comparing the number on the butt-end of the holder with the list shown below, the price of any cap is ascertained.

Price List of Caps, Various Sizes  
Black, Chased or Mottled

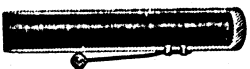
Cap Style	No. of Holder	Price	No. of Holder	Price	No. of Holder	Price	No. of Holder	Price	No. of Holder	Price
Straight Cap	2	25c	3	25c	4	25c	5	30c	6	40c
	12	25c	13	25c	14	25c	15	30c	16	40c
Cone Cap	22	25c	23	25c	24	25c	25	30c	26	40c
	41	25c	42	25c	43	25c	44	30c	45	40c
Taper Cap	121	11c	122	25c	123	25c	124	30c	125	40c
	126	11c	127	25c	128	25c	129	30c	130	40c

## Ideal Clip-Caps

The Clip-Cap is identified with Waterman's Ideal Fountain Pen. Purchasers of fountain Pens insist on it. It is a simple but strong device, that grips the pocket, and is a protection against loss.

Prices of Clips in Addition to Above Prices

For German Silver Clips..... add \$0.25 to above prices  
For Sterling Silver Clips..... add 0.29 to above prices  
For 18-Kt. Gold Filled Clips..... add 1.00 to above prices  
For 14-Kt. Solid Gold Clips..... add 2.00 to above prices



## Exchanging Caps for Clip-Caps

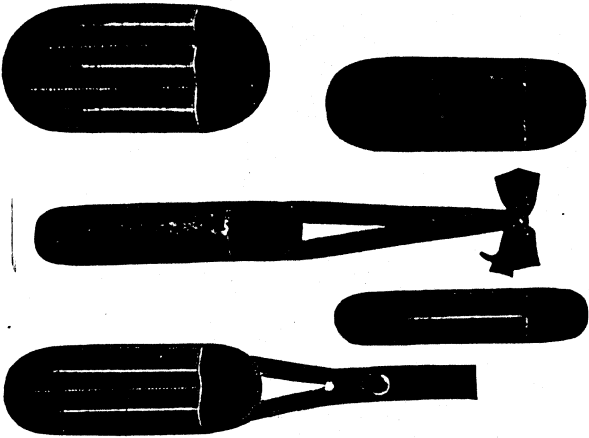
Dealers can supply customers with Clip-Caps by simply exchanging and charging the difference, which varies according to the style of clip selected. Caps thus taken in exchange by our dealers will then be credited when returned to us with next order for Clip-Caps, always providing they are caps of our manufacture in good condition.

### Vest and Chatelaine Pockets

¶ The illustrations below give a fairly good idea of some of our vest and chatelaine pen holders. These are made in both leather and plush, and in the colors listed.

#### Price List of Safety Pockets

	LEATHER	Retail
1 Part, Black, Russet, Red, Tan	.....	\$0.15
2 Part, Black, Russet, Red, Tan	.....	.20
3 Part, Black, Russet, Red, Tan	.....	.25
	VELVET	
1 Part, Green, Brown	.....	\$0.20
2 Part, Green, Brown	.....	.30
3 Part, Green, Brown	.....	.40
	Chatelaines (for ladies' use)	
	LEATHER	Retail
1 Part, Black, Tan, Russet, Secde	.....	\$0.30
2 Part, Black, Tan, Russet, Secde	.....	.40
	VELVET	
1 Part, Green, Brown	.....	\$0.50

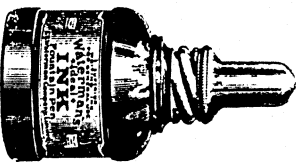


### Waterman's Ideal Fountain Pen Ink

¶ After experimenting with many different brands of ink, we now manufacture one ourselves that we can guarantee to be satisfactory under all circumstances. It is made in all sizes, from two ounces to a quart, and in the following colors:

¶ Blue - Black, Combined (Writing and Copying), Jet Black, Red, Green and Violet.

¶ The two most popular sizes are shown on this page. One of them is for desk use, and the other for travelers. With each is supplied a solid rubber stopper and dropper, and the Travelers' Filler may be carried with a perfect sense of security in a trunk or traveling bag. The Travelers' Filler will be sent by mail prepaid for thirty-three cents.



Desk Filler, complete, 25 cents.  
Filler, only, 10 cents.



Travelers' Filler, complete, 25 cents.

Price List	
Blue Black, Jet Black Green and Violet	
Two Ounces	\$ .10
4-Ounce, Size F	.15
6-oz., without Filler	.25
6-oz., with Filler	.35
Desk Filler	.25
Travelers' Filler, Wood	.25
Travelers' Filler, Nickel	.35
One-half Pint	.55
Pint	.65
Quart	1.00
Combined (Writing and Copying)	
2-oz.	\$ .10
Size F	.20
Desk Filler	.30
6-oz.	.35
One-half Pint	.45
Pint	.75
Quart	1.10
Red	
2-oz.	\$ .15
Size F	.25
Desk Filler	.35
6-oz.	.40
One-half Pint	.60
Pint	1.00
Quart	1.50

Sold by your dealer

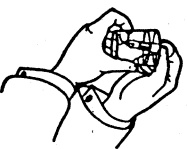
## Ideal Pen Cleaner

Each Fifteen Cents

It is a fact that the use of different kinds of ink, some of which may be muddy and thick, will in time clog the most delicate part of the pen—the feed. The gold pen should never be taken apart or separated from the feed in any way.



Unscrew the point section, attach Ideal Cleaner (which fits any size perfectly), then draw and discharge water through the feed and point section as indicated in the picture. This will dissolve any gummed ink and clean it thoroughly. Never use hot water; it affects the rubber. When a pen has been dipped in thick writing ink, as is sometimes unwisely done instead of refilling, the cleaning should be very thorough, otherwise the pen will not give satisfactory service.

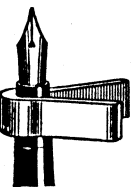


## Ideal Joint Opener

Ten Cents

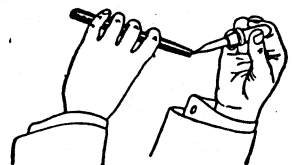


Many people are in the habit of screwing the neck or joint very tightly, with the result that the opening of it becomes a very difficult matter, because there is so little room for a good grip. The Ideal Joint Opener easily overcomes all this, and will easily open the most refractory joint.



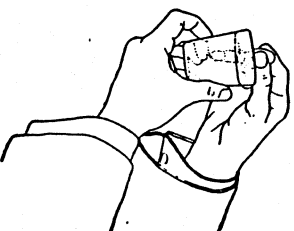
## The Care of a Pen

### To Fill the Pen



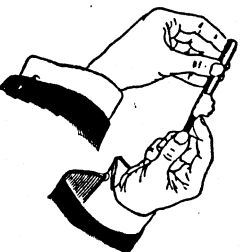
Unscrew the point section (C)—page 9—and by the use of the glass dropper fill the barrel nearly full with ink. Dry off the end of the barrel and the screw threads before closing and then screw up firmly; otherwise you will soil your fingers at the joint. If the point section does not unscrew readily, a piece of elastic band put around it will afford an effective grip. Also see our Ideal Joint Opener—opposite page.

### To Clean the Pen



Hold the point section down and allow cold water to run through it; or fit the rubber bulb from the filler over the screw threads and force water in and out through the feed. Also see our Ideal Pen Cleaner—opposite page. The barrel can be rinsed out repeatedly until it is clean. Hot water should not be used, as it destroys the polish of the rubber. A drop or two of ammonia used occasionally will cleanse it thoroughly.

### The Cap



may best be removed or put in place with a slight twist from left to right, which will cause it to move easily without suction or jarring. This should be done with the pen point up. If the inside of the cap becomes soiled, clean it with tissue paper on the end of a match, or with a blotter as illustrated; otherwise, it will soil the neck of the pen and then your fingers.

INK.—Use any good Fluid Ink. Waterman's Ideal Fountain Pen Ink is the same at all times and can always be depended upon.

## Directions and Suggestions

- C**ARRY it with the pen point up.
- ☐ Lay it down so that the pen point will be raised an inch or more.
- ☐ Open the vent holes in the cap if the pen is to be carried in the pocket; otherwise, the warmth of the body will cause it to sweat inside the cap.
- ☐ Close the vent holes with wax if the pen is to be left lying on the desk; otherwise, the ink in the feed will dry up and the pen will not write readily.

## Exchanges and Repairs

- ☐ If your pen does not suit you perfectly, it will be exchanged until satisfactory, by any dealer, or, at any of our branch stores.
- ☐ Our repair department is maintained for the convenience of our customers in case of loss or accident. All correspondence receives prompt and careful attention.
- ☐ *Whenever a new gold pen is wanted, or any readjustment of parts is necessary, the complete holder must be sent to us; otherwise, satisfactory service cannot be given.*
- ☐ Empty out the ink before mailing a fountain pen.
- ☐ Be sure to mark your name and address plainly on the package so that we can identify it and connect it with your letter of instructions.
- ☐ To insure safety, packages should always be registered.
- ☐ *We note, however, through what mail a package is received, and return it by the same class at the price of the sender.*
- ☐ *Ten cents should be added to all prices if registration is desired.*

## Where to Buy

- W**ATERMAN'S Ideal Fountain Pens are sold at uniform prices. At big shop or little shop, in city or country, the price is the same. ☐ Most stationers, many jewelers and some druggists sell Waterman's Ideal Fountain Pens. ☐ It is generally easy to find one or more dealers who carry them.
- ☐ While it is usually advantageous to buy from the dealer who has a large assortment, you should remember that the dealer you buy from can get for you any pen we make (he will get the pen you desire if you insist), and that pens are exchangeable until you are satisfied.
- ☐ Do not do injustice to yourself and to us by accepting imitations.

## How to Order

- ☐ Select the style holder desired from any one of the pictures shown on pages ten, eleven, twelve, thirteen, fourteen, fifteen, sixteen, seventeen, eighteen and nineteen.
- ☐ Under each one of these styles are shown their numbers, the unit figure indicating the size of the gold pen contained and the ink-carrying capacity of the holder. Reference to the key-plate on page eight will show the relative sizes of all of our pens from the smallest, a No. 2 gold pen, to the largest, a No. 8 gold pen.
- ☐ A sample of the steel pen you are in the habit of using will aid us in making a selection of a gold pen especially adapted to your hand.



## Waterman's Ideal Pump-Filling Pen

Absolutely Durable—Large Ink Capacity

¶The words "Waterman's Ideal," when connected with a fountain pen, always insure simplicity, reliability and durability. The history of the Waterman Ideal Fountain Pen industry shows no unsuccessful attempts in

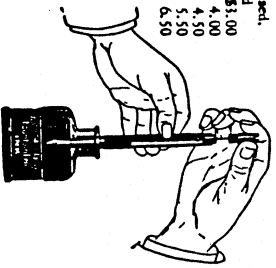
the manufacture of fountain pens. Until the value of an innovation has been proven beyond question, the "Waterman Ideal" trade mark has never been linked with it.

¶The pump-filling pen bears the words "Waterman's Ideal," therefore it is reliable, satisfactory and *durable*. There are no complicated parts. There is no soft rubber used in its manufacture, to be affected by acids in the ink.

¶The Pump-Filling Pen dispenses with the ink filler. It is filled as shown in the illustration by pumping the ink into the pen. The pump may be used for cleaning as well as for filling. ¶The pump-filling pen is provided with the following features found only in Waterman's Ideal Fountain Pen:

The wide range of Gold Pens  
The Spoon Feed  
The Clip-Cap

Plain Chased.  
Mounted  
No. 12 P \$3.00  
No. 13 P 4.00  
No. 14 P 4.50  
No. 15 P 5.50  
No. 16 P 6.50



Black and  
Cardinal  
Filler  
No. 412 P \$5.50  
No. 414 P 7.50  
No. 415 P 9.00  
No. 416 P 10.00

¶Also made with GOLD BANDED CAP, which adds \$1.00 to the price of plain pen.



## How Long Will It Write?

¶GREAT many people, many of whom have used a fountain pen before, and some who have not, are anxious to know how much ink a fountain pen will hold and how long it will write; and while it is practically impossible to tell this definitely, because of the variation in pen points, an approximate idea can be given, as indicated by the figures shown on the last three columns below.

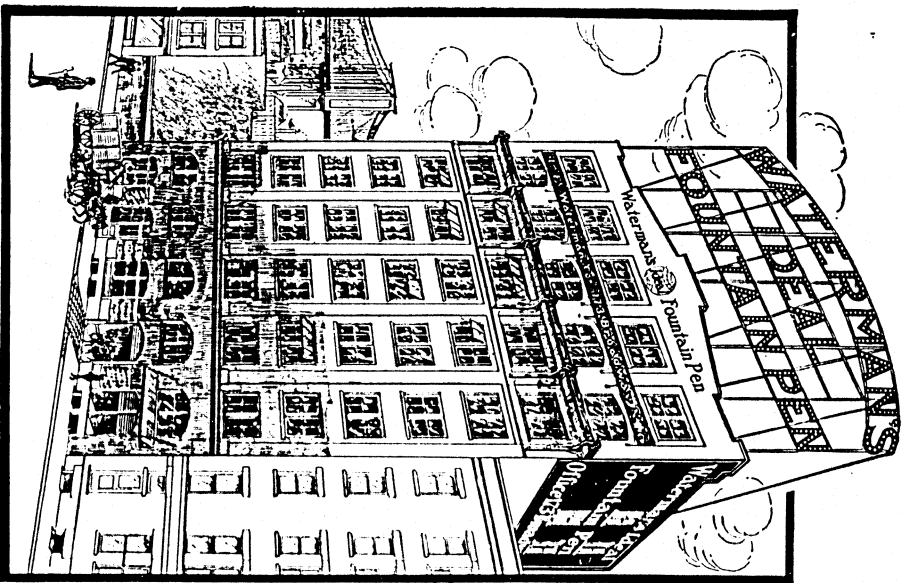
¶These figures are, however, governed entirely by the fineness of the pen and the individual handwriting. A drop of ink may write one hundred words and it may write five hundred words, so that there is a wide margin for deviation. These calculations are based on an average of one hundred and fifty words to a page of note paper, which is fair for the ordinary writer.

Styles, Dimensions and Capacity of Principal Styles  
Waterman's Ideal Fountain Pen

Style	No.	* Outside Diam.	* Lengths		Drops of Ink Held	† Contains Ink to Write		
			Open	Closed		† Pages	Words	Hours
Straight Cap	2	11	6 1/2	5 1/4	60	75	16,000	11
	3	11	6 1/4	5 1/4	70	90	18,000	13
	4	11	6 3/8	5 1/4	75	100	20,000	15
	5	11	6 3/8	5 1/2	100	125	25,000	20
	6	11	6 5/8	5 1/2	125	150	30,000	25
	12	11	6 3/4	5 3/4	75	100	20,000	15
Cone Cap	11	11	6 3/4	5 1/4	75	100	20,000	15
	14	11	6 3/4	5 3/4	75	100	20,000	15
	15	11	7	5 3/4	100	125	25,000	20
	16	11	7	5 1/2	125	150	30,000	25
	22	11	6 3/4	5 3/4	50	60	12,000	10
	23	11	6 3/4	5 3/4	60	75	15,000	12
Taper Cap	24	11	6 3/4	5 3/4	75	100	18,000	13
	25	11	6 3/4	5 3/4	100	125	22,000	18
	26	11	6 3/4	5 3/4	125	150	28,000	22
	43	11	6 1/2	6 1/4	90	110	21,000	18
	44	11	6 1/2	6 1/4	90	110	21,000	18
	45	11	6 1/2	6 3/4	115	135	28,000	22
Deck	46	11	6 1/2	6 3/4	140	160	31,000	27

\* In Inches.

† Note Paper.



TEN STORY CONCRETE FACTORY  
NOS. 34-40 FLETCHER STREET, NEW YORK CITY  
ENTIRELY DEVOTED  
TO THE MANUFACTURE OF

**Waterman's Ideal Fountain Pen**

RUBBER FACTORY  
SEYMOUR, - - - CONN.

CANADIAN FACTORY  
ST. LAMBERT, - - P. Q.